

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 SP-02 AID-05 EB-08 TRSE-00 SS-15
STR-07 OMB-01 CEA-01 CIAE-00 COME-00 FRB-01
INR-10 NSAE-00 XMB-04 OPIC-06 LAB-04 SIL-01
DODE-00 NSCE-00 SSO-00 USIE-00 INRE-00 PA-02
AGRE-00 DOE-11 SOE-02 /093 W
-----099883 141145Z /11

O 141057Z MAR 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC IMMEDIATE 6108

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PASS COMMERCE FOR ASSISTANT SECRETARY WEIL

E.O. 11652: NA
TAGS: BEXP, BTRA, JA, US
SUBJECT: TRADE FACILITATION COMMITTEE: JAPAN IMPORT
PROMOTION MISSION TO THE U.S.--REPRESENTATIVE PRESS
COVERAGE

1. SUMMARY. AS REPRESENTATIVE OF THE BROAD COVERAGE
BEING GIVEN THE JAPAN IMPORT PROMOTION MISSION BY THE
LOCAL PRESS, PARA 2 BELOW CONTAINS EMBASSY TRANSLATION
OF A FRONT PAGE TOP PLAY ARTICLE FROM THE MARCH 14
EDITION OF SANKEI SHIMBUN. CARRYING A MARCH 13
WASHINGTON DATELINE FROM NEWSPAPER'S CORRESPONDENT
NAOTAKE NOBUHARA, THE HEADLINES READ: "TO MAKE PURCHASES
TOTALING 1.8 BILLION DOLLARS; IKEDA MISSION TO CONVEY
TO PRESIDENT, EVEN TODAY; US-MANUFACTURED PRODUCTS,
RANGING FROM HELICOPTERS TO FOODSTUFFS; 15 PERCENT OF
ANNUAL IMPORTS FROM US; TO EMPHASIZE EFFORTS FOR
DECREASING SURPLUS BALANCE." END SUMMARY.

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2. BEGIN TEXT. THE IMPORT PROMOTION MISSION
(HEADED BY MITSUI BUSSAN PRESIDENT YOSHIZO IKEDA),
WHICH HAS BEEN CONDUCTING NEGOTIATIONS FOR THE PURCHASE
OF AMERICAN PRODUCTS IN A POSITIVE WAY IN VARIOUS PLACES
IN THE U.S., IN ORDER TO CORRECT THE IMBALANCE IN US-
JAPAN TRADE, ARRIVED IN WASHINGTON ON THE 12TH.

ACCORDING TO A RELATED SOURCE, THE MISSION HAS COME TO THE JUDGMENT, IN THE LIGHT OF THE NEGOTIATIONS HELD SO FAR, THAT IT WILL BE ABLE TO ACHIEVE PURCHASES AMOUNTING TO 1.7 TO 1.8 BILLION DOLLARS. THIS IS A HUGE AMOUNT, REACHING ABOUT 15 PERCENT OF THE TOTAL AMOUNT OF IMPORTS FROM THE U.S. LAST YEAR (12 BILLION DOLLARS). AT A MEETING WITH PRESIDENT CARTER, THE REALIZATION OF WHICH IS CONSIDERED LIKELY ON THE 13TH (WASHINGTON TIME), LEADER IKEDA AND OTHERS WILL MENTION THIS MONETARY AMOUNT, EMPHASIZE THE ACTUAL SITUATION WHERE BOTH THE GOVERNMENT AND PRIVATE CIRCLES OF JAPAN ARE TACKLING THE REDUCTION OF THE SURPLUS BALANCE IN ITS TRADE WITH THE U.S. IN REAL EARNEST, AND SEEK THE U.S. GOVERNMENT'S UNDERSTANDING.

AFTER THE IMPORT PROMOTION MISSION ARRIVED IN WASHINGTON ON THE 12TH, MISSION LEADER IKEDA, DEPUTY LEADER TOMABECHI (MITSUBISHI SHOJI MANAGING DIRECTOR), DEPUTY LEADER OKADA (MITSUKOSHI PRESIDENT), MITI COUNCILLOR MASUDA, MITI TRADE BUREAU DIRECTOR GENERAL NISHIYAMA AND OTHERS CALCULATED THE POSSIBLE AMOUNTS OF PURCHASES THAT JAPAN CAN MAKE, BASED ON THE ACTUAL STATE OF THE NEGOTIATIONS SO FAR HELD WITHIN THE U.S. THIS TIME.

AS A RESULT, THEY FORMULATED THE OUTLOOK THAT, AS A RESULT OF THE MISSION'S VISIT THIS TIME, THEY WILL "PROBABLY BE UNCLASSIFIED

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ABLE TO CARRY OUT IMPORTS AMOUNTING TO 1.7 TO 1.8 BILLION DOLLARS DURING THIS YEAR."

THESE PURCHASES WILL INCLUDE SUCH LARGE-SIZE MACHINERY ITEMS AS ABOUT TWO DOZEN HELICOPTERS OF THE BELL CORPORATION (HOME OFFICE IN DALLAS, TEXAS), WHICH MITSUI BUSSAN WILL PURCHASE FOR THE USE OF THE MARITIME SAFETY AGENCY FOR OCEAN PATROL, LARGE-SIZE COMPUTERIZED MEDICAL TREATMENT MACHINES, AND NUCLEAR POWER GENERATORS, WHICH WILL COST SEVERAL MILLION DOLLARS APIECE, AS WELL AS SUCH SMALL ITEMS AS HOUSEHOLD COOKING SETS, FASHION AND SPORTSWEAR, HIGH-QUALITY FURNITURE, AND FOODSTUFFS, WHICH WERE DISCOVERED MAINLY BY THE GROUP CENTERING ON PRESIDENT OKADA. THE PURCHASE WILL INCLUDE SEVERAL HUNDRED AMERICAN PRODUCT ITEMS.

MISSION LEADER IKEDA AND OTHERS ARE SLATED TO MEET WITH SECRETARY OF COMMERCE KREPS TOWARD THE EVENING OF THE 13TH, AND WITH SPECIAL TRADE REPRESENTATIVE STRAUSS ON THE 14TH. A MEETING WITH PRESIDENT CARTER, WHICH THE MISSION HAD STRONGLY DESIRED FROM BEFORE, IS CONSIDERED LIKELY TO BE REALIZED ON THE 13TH. AT THIS MEETING,

LEADER IKEDA INTENDS TO MENTION THIS PURCHASE AMOUNT,
HAND TO PRESIDENT CARTER PRIME MINISTER FUKUDA'S
PERSONAL LETTER WHICH HE HAS BEEN ENTRUSTED WITH, AND
REPORT ON THE RESULTS OF THE SAID MISSION.

CONCERNING THE PURCHASE AMOUNT, THE TAIWAN MISSION,
WHICH VISITED THE U.S. EARLIER, CARRIED OUT PURCHASES
AMOUNTING TO 330 MILLION DOLLARS, CENTERING ON GRAIN.
FOR THIS REASON, THE U.S. SIDE HARBORED STRONG EXPECTA-
TIONS ON JAPAN, "HOPING FOR AN AMOUNT ONE-DIGIT BIGGER IN
FIGURE." AS AGAINST THIS, THE VIEW WAS STRONG ON THE
JAPANESE SIDE THAT (1) PRODUCTS WHICH CAN BE PURCHASED
HAVE ALREADY BEEN PURCHASED THROUGH BIG TRADING FIRMS
WITH OFFICES IN THE U.S. AND IT IS NOT DESIRABLE TO SHOW
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THE RESULTS IN MONETARY TERMS, AS DESIRED BY THE U.S.

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INFO OCT-01 ISO-00 CIAE-00 DODE-00 NSAE-00 NSCE-00
SSO-00 USIE-00 INRE-00 SP-02 AID-05 EB-08 TRSE-00
SS-15 STR-07 OMB-01 CEA-01 COME-00 FRB-01 INR-10
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SIDE, AND (2) IN VIEW OF THE STAGNATION OF FACILITIES
INVESTMENTS AND THE INACTIVITY OF PRIVATE CONSUMPTION
WITHIN THE COUNTRY, IT WILL BE DIFFICULT TO CARRY OUT
SUCH HUGE AMOUNTS OF PURCHASES, AS DESIRED BY THE U.S.
HOWEVER, FROM THE JUDGMENT HELD BY LEADER IKEDA AND
OTHERS THAT "SINCE THE MISSION IS VISITING THE U.S.,
IT WILL BE GOOD FOR FUTURE US-JAPAN ECONOMIC RELATIONS

TO RESPOND TO THE EXPECTATIONS OF THE U.S. AS MUCH AS
POSSIBLE," IT HAS DECIDED TO ANNOUNCE THE IMPORT AMOUNT
THIS TIME. END TEXT. SHERMAN

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